



# Introducing the **Epson Stylus® Pro WT7900**

**A New Generation of Flexographic & Gravure Proofing**

EPSON PROFESSIONAL IMAGING DIVISION

SALES REFERENCE GUIDE v1.4A

EPSON

## **Quick Note:**

**The Epson Stylus Pro WT7900 was developed to create contract-quality proofs, prototypes, and mock-ups of various flexographic and gravure printing products such as packaging.**

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**The Epson Stylus Pro WT7900 is perfect for printing directly on ink jet coated clear and metallic films.**

**It is NOT intended for proofing on standard white papers.**

**For proofing on standard papers, check out our Epson Stylus Pro 7900 and 9900 printers.**



## What Defines an Epson Stylus® Pro Branded Printer?

**1**  
“To develop printing technology that exceeds the expectations of Printing Professionals.”

**2**  
“To allow any proof to be sold.”



2005  
800 SERIES



2007  
880 SERIES



2008  
900 SERIES



2010  
WT7900



2005

800 SERIES



2007

880 SERIES



2008

900 SERIES

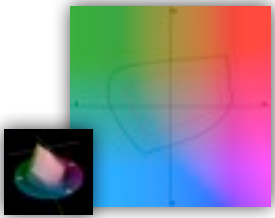


2010

WT7900



Unique Epson Ink Technology Drives All Our Printer Development

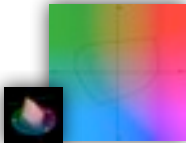


# Introducing Epson UltraChrome® HDR White

The World's First Aqueous-Based White Ink



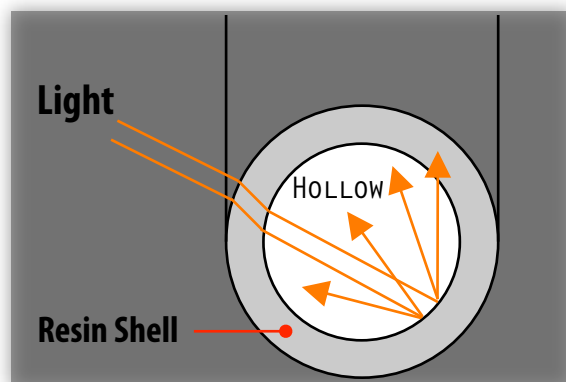
EPSON



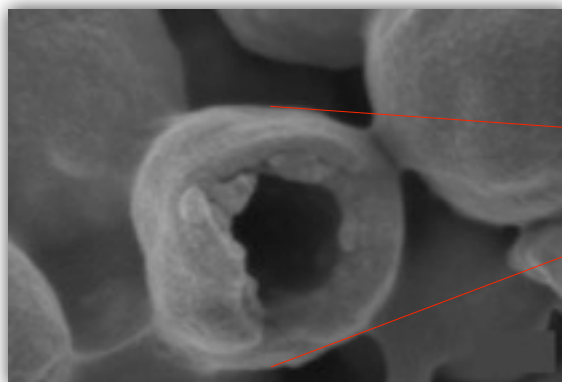
# Epson UltraChrome HDR White

THE WORLD'S FIRST AQUEOUS-BASED WHITE INK TECHNOLOGY

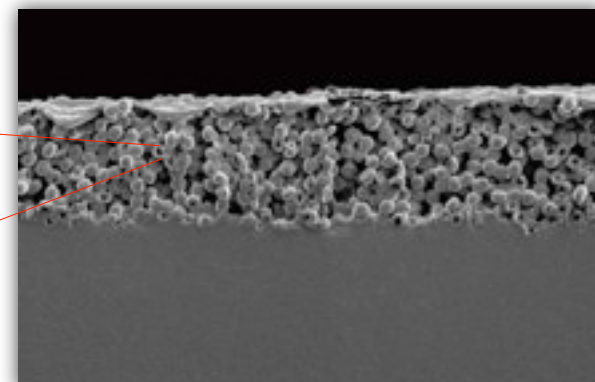
- **Breakthrough Clear Organic Resin Technology**
- **Hollow Resin Particles Allow Light to Randomly Scatter - Creating the Illusion of White**
- **Amazing White Density - Along with Complete White Toning Capability**
- **Due to a Low Specific Gravity Resin Particles Settle Slower - Requiring Less Agitation**
- **Unlike Traditional White Ink Chemistry - There Are No Known Carcinogens Involved**



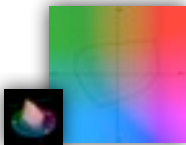
RANDOM LIGHT DISPERSION  
IS SEEN AS WHITE



ACTUAL PARTICLE CROSS SECTION



ACTUAL PARTICLES PRINTED ON THE  
SURFACE OF EPSON CLEARPROOF™ FILM



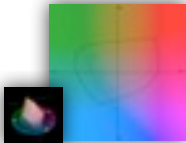
# Epson UltraChrome HDR White

THE WORLD'S FIRST AQUEOUS-BASED WHITE INK TECHNOLOGY

- **Unique High-Density Pigment Chemistry Developed by Seiko Epson**
- **Amazing White Density – Along with White Density Control & Color Toning**
- **Extreme High Dynamic Range Color Gamut**
- **Professional Short-term Color Stability for Mission Critical Color Proofing**
- **Fully Compatible with Epson ClearProof™ Film and Epson MetallicProof™ Silver Film**
- **Safe Water-Based Pigment Ink Technology**
- **Sets a New Standard for Professional Color Ink Technology**

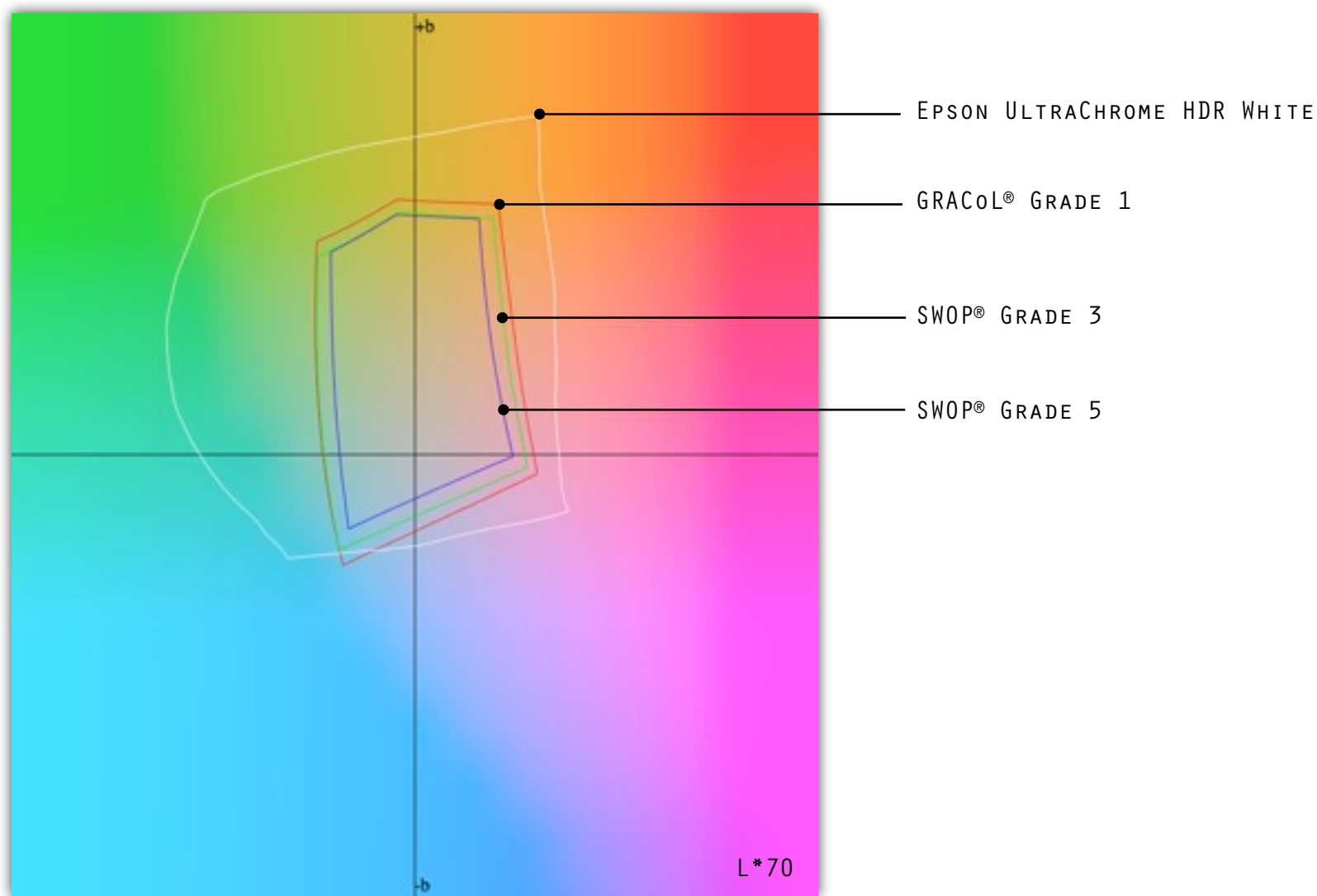


EPSON



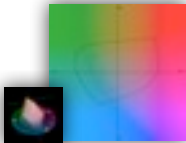
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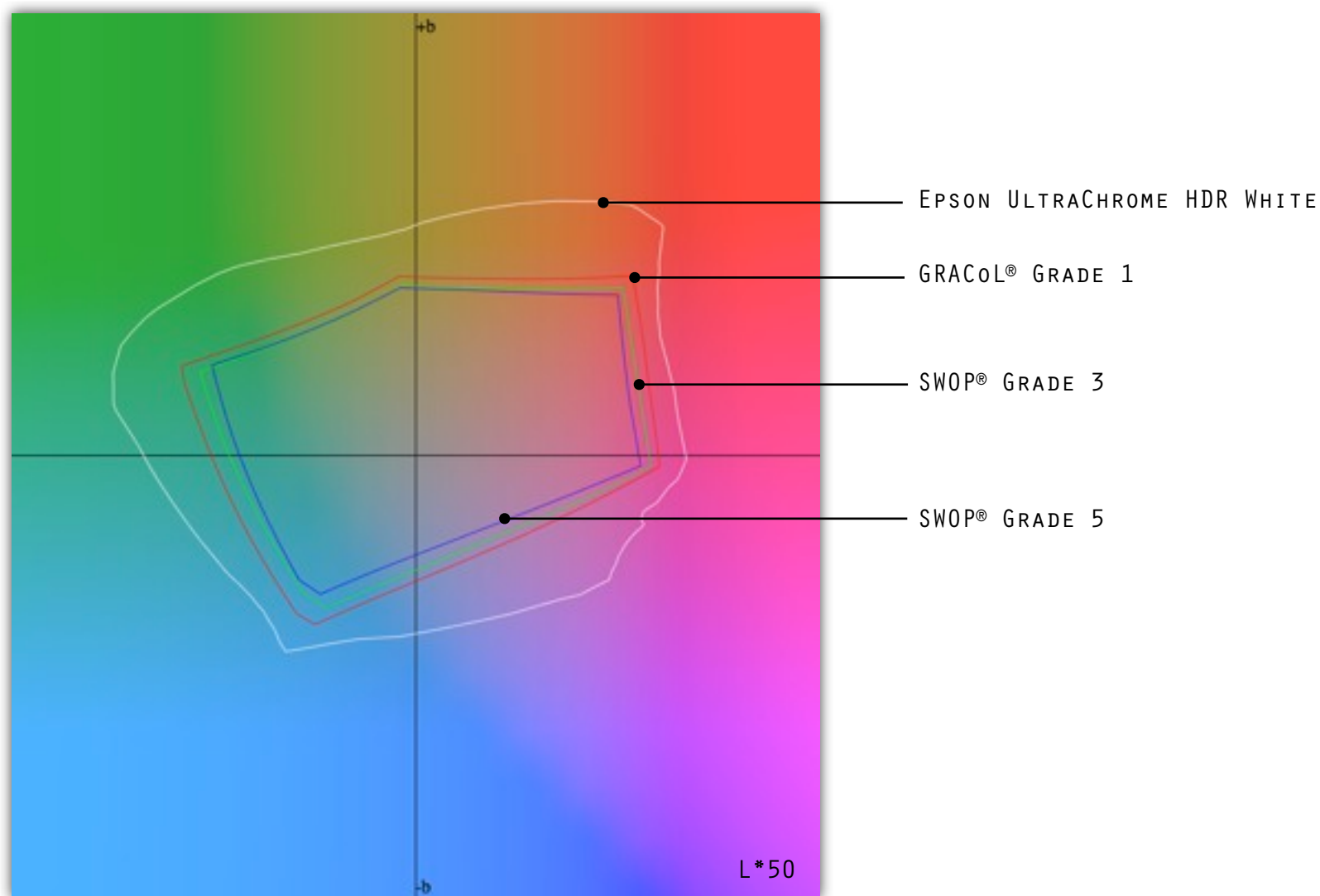
REVERSE PRINT MODE ON EPSON CLEARPROOF FILM

EPSON



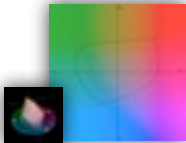
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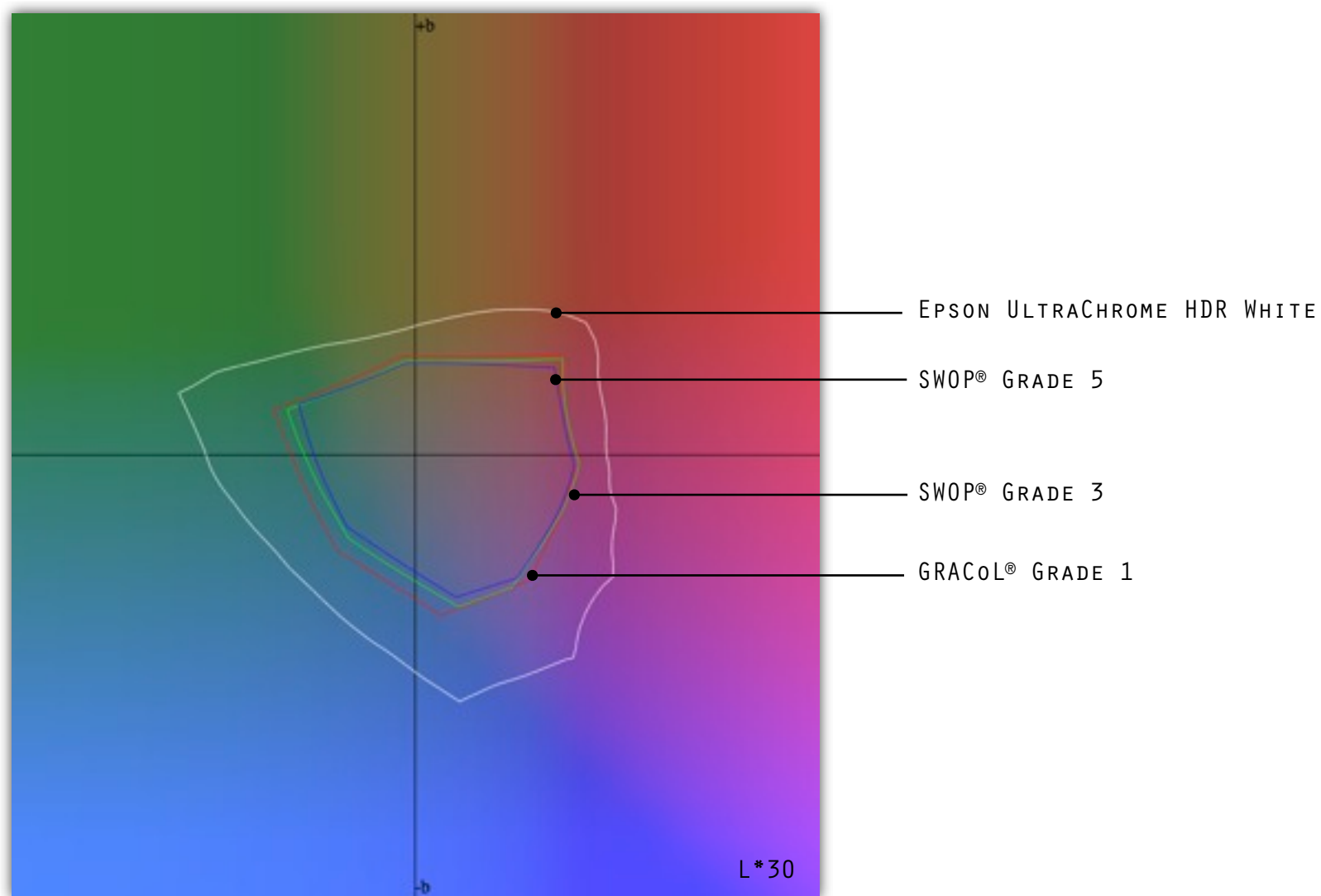
REVERSE PRINT MODE ON EPSON CLEARPROOF FILM

EPSON



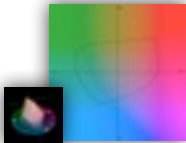
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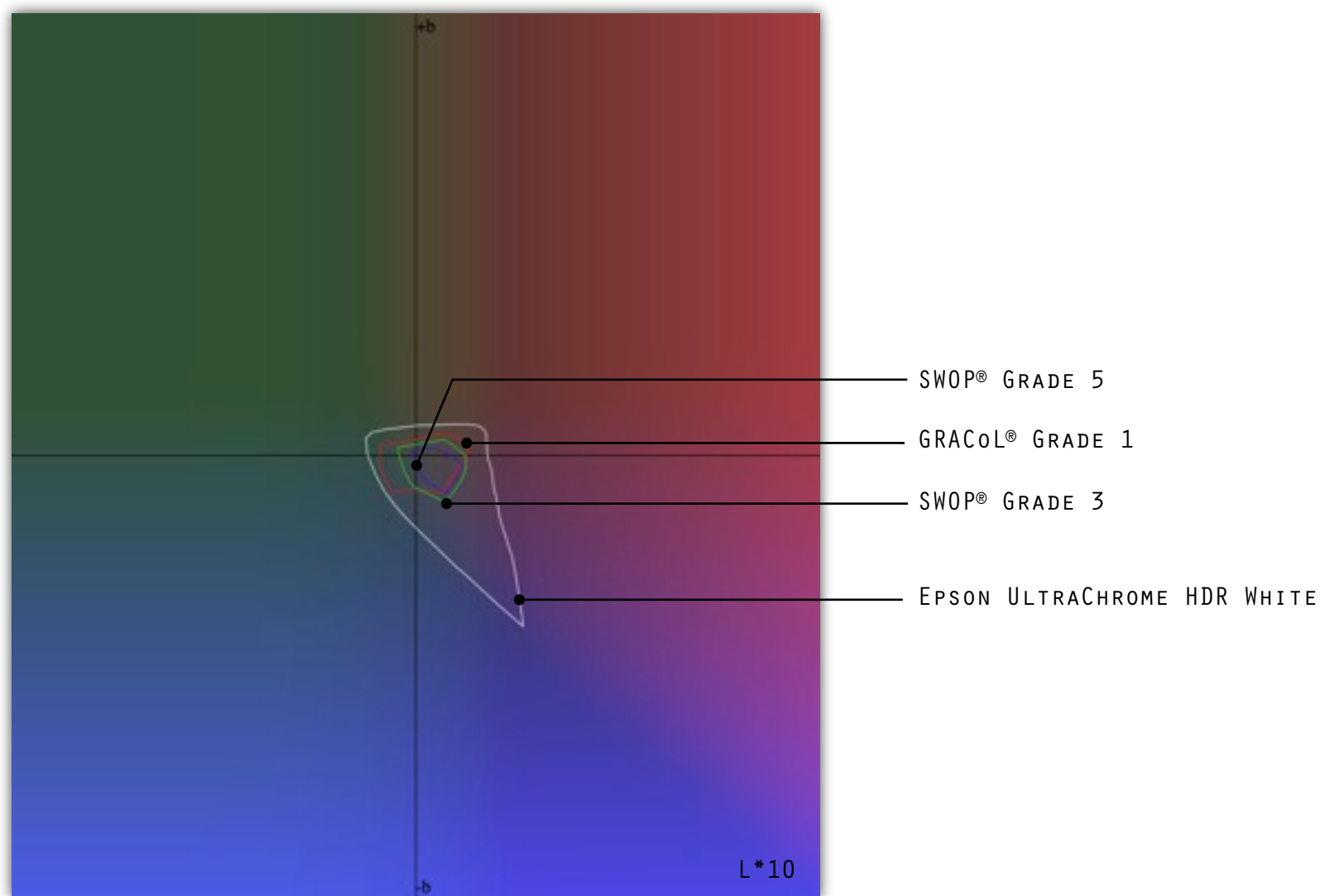
REVERSE PRINT MODE ON EPSON CLEARPROOF FILM

EPSON



# Epson UltraChrome HDR White

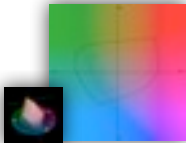
THE WORLD'S FIRST AQUEOUS-BASED WHITE INK TECHNOLOGY



REVERSE PRINT MODE ON EPSON CLEARPROOF FILM

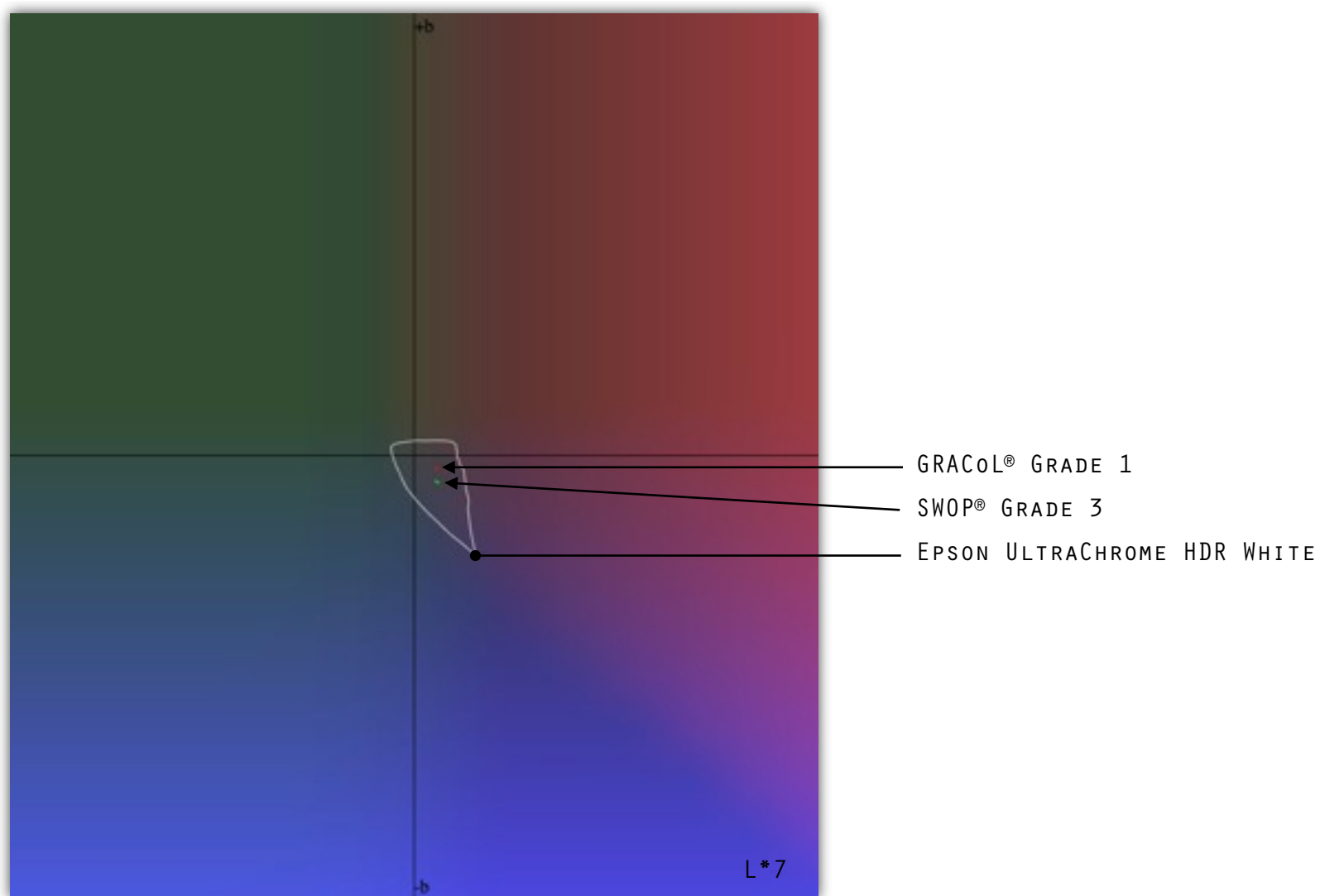
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# Epson UltraChrome HDR White

THE WORLD'S FIRST AQUEOUS-BASED WHITE INK TECHNOLOGY



REVERSE PRINT MODE ON EPSON CLEARPROOF FILM

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# Printer Photographic Overview

Epson Stylus Pro WT7900

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PRODUCT SHIPPING EARLY 2010



PRINTER SHIPS WITH PRINTER STAND,  
FILM OUTPUT BIN, AND ONE SET OF  
110 ML STARTER INK CARTRIDGES.

**EPSON STYLUS PRO WT7900 – 24" \$8,495**

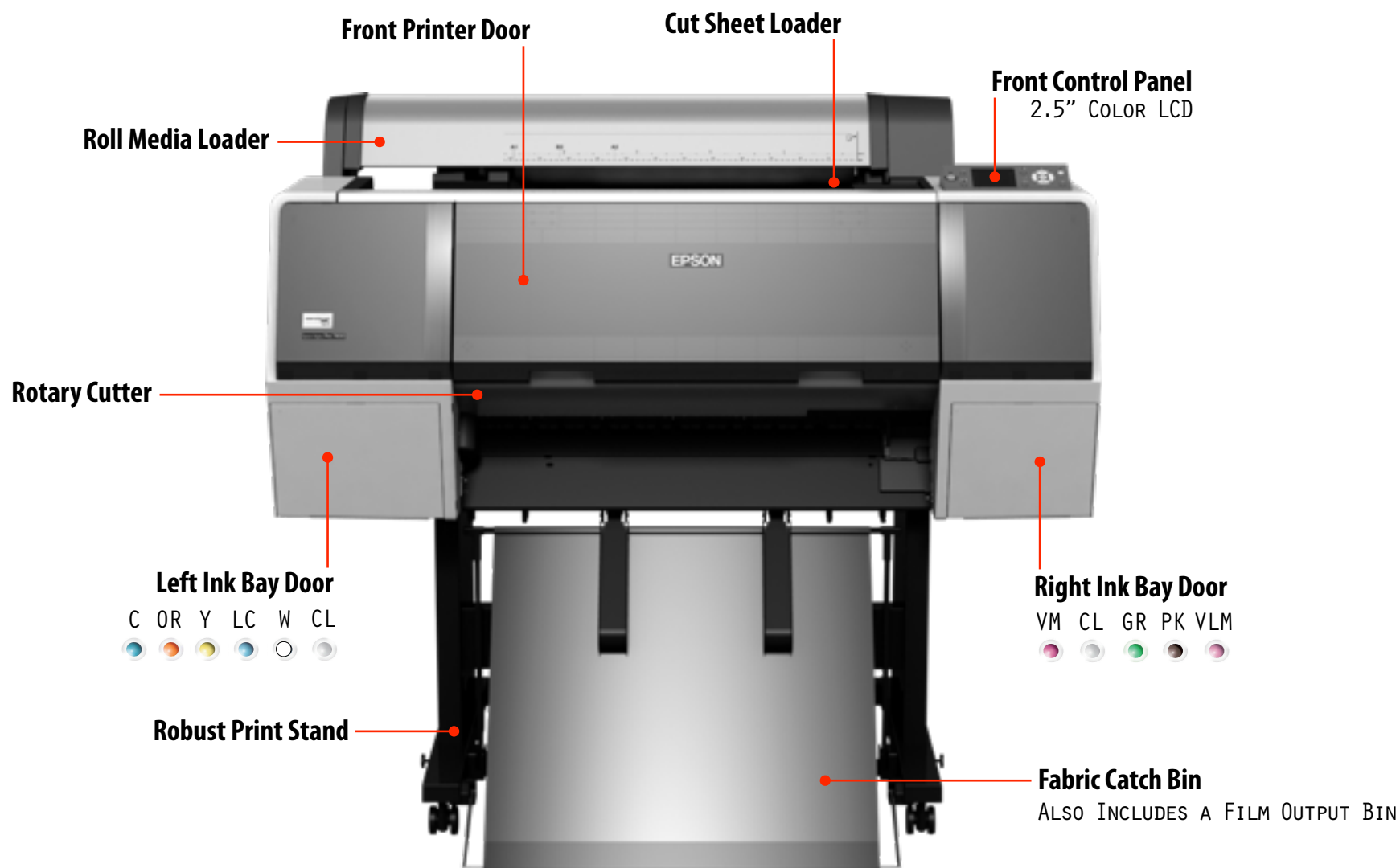
CONTACT YOUR LOCAL RESELLER FOR THE LATEST PRICING INFORMATION.  
PRICING DOES NOT INCLUDE FRONT-END RIP.  
(PRICING SHOWN IS MSRP)

## **Epson Stylus® Pro WT7900**

PRODUCT FEATURE SET HIGHLIGHTS

- NEW** Epson UltraChrome® HDR White Ink Technology
- Ten-Channel Epson MicroPiezo TFP™ Print Head
- Eleven Individual High-Capacity Ink Cartridges – up to 700 ml
- Handles Roll or Cut-Sheet Media from Letter up to 24" wide
- Epson ePlaten™ Media Loading Technology
- Spindle-Free Roll Media Loading
- Built-in Automatic Rotary Media Cutting System
- Maximum Resolution of 1,440 x 1,440 dpi at 3.5 Picoliter
- Pressurized Ink Cartridge Technology
- Automatic Nozzle Verification Technology
- NEW** Automatic Head Alignment & Cleaning Systems
- Standard USB 2.0 & 10/100 BaseT Ethernet
- Large 2.5-Inch Color LCD Control Panel
- Epson PreciseColor™ Manufacturing Process
- myEpsonPrinter.com Compatible
- NEW** Newly Designed Film Output Bin
- Low Noise Design for Extremely Quiet Operation
- NEW** Supported by Leading Third-party RIP Workflows
- One-Year Epson Preferred<sup>sm</sup> Protection Plan

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EPSON STYLUS PRO WT7900 SHOWN

54"(W) x 26"(D) x 48"(H) | 220 LBS,

EPSON

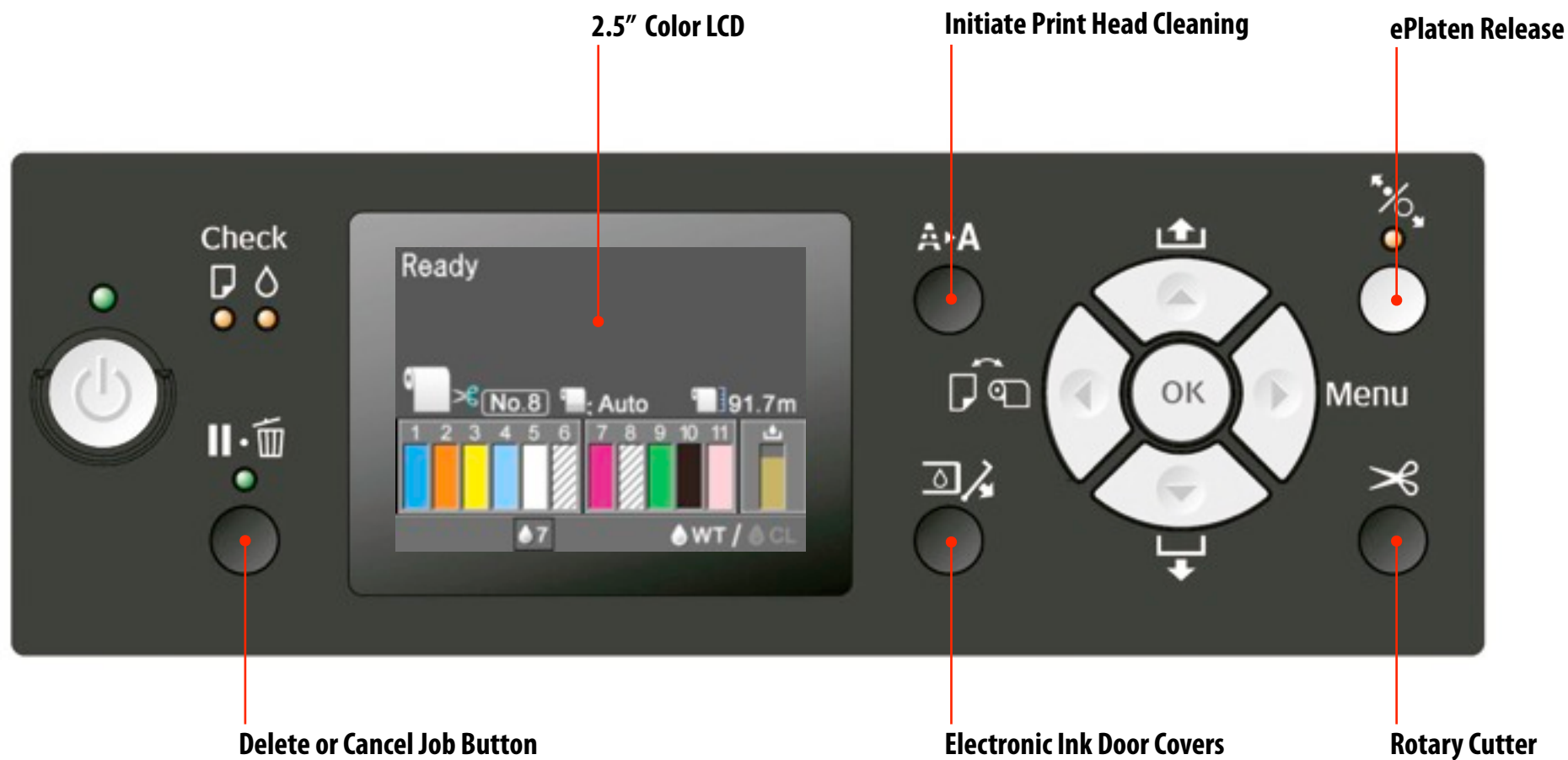


EPSON STYLUS PRO WT7900 - 24"

IMAGE AT RIGHT SHOWN WITH  
STANDARD FILM OUTPUT BIN



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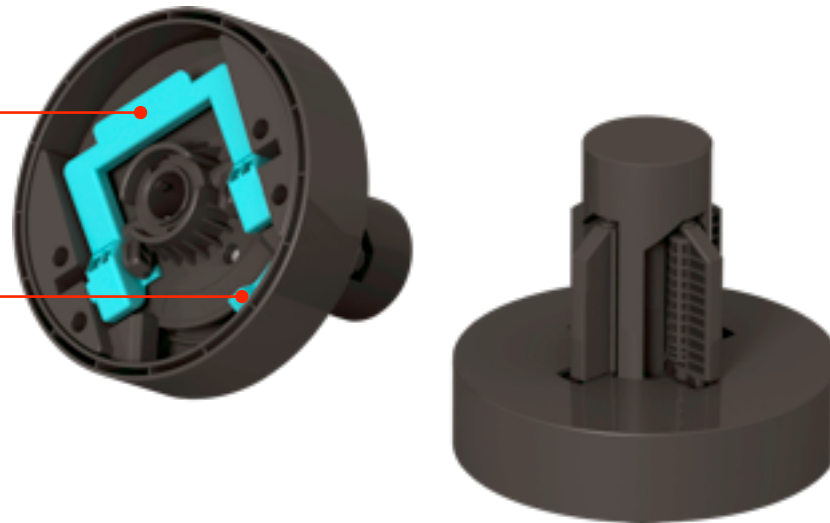
# All New Spindle-Free Roll Media Loading

HIGH-ACCURACY ROLL MEDIA LOADING SYSTEM

- Roll Media Adapters Adjust for both 2– and 3–inch Media Cores
- Simple Tension Lever Ensures Quick and Secure Media Core Loading
- Extremely Fast Roll Media Loading with Less Chance of Media Damage
- Designed with Epson ePlaten™ Technology for Highly-Accurate Roll Media Loading

Media Core Tension Lever

2– or 3–Inch Media Core Switch



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# **All New Epson ePlaten™ Technology**

HIGH-ACCURACY ROLL MEDIA LOADING SYSTEM

- **Accurate Automatic Media Loading, Movement, Skew Adjustment, and Tracking**
- **Electronically Controlled Roll Media Back Tension**
- **Automatic Media Core Rewind Upon Media Release**
- **Simplifies the Overall Roll and Cut Sheet Media Loading Process**





# New High Performance Rotary Cutting System

## ➤ All New Rotary Type Cutting Mechanism

- Extremely durable design and virtually maintenance free
- Off-carriage cutting system eliminates media dust within critical components

## ➤ High Performance Cutting Speeds

- Capable of cutting a 24-inch wide sheet in less than two seconds



ALL-NEW HIGH-PERFORMANCE ROTARY CUTTER



# **Epson MicroPiezo TFP™ Print Head Technology**

THE WORLD'S MOST ADVANCED INKJET PRINT HEAD TECHNOLOGY

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# Two Different Printing Modes for White Ink

EPSON STYLUS PRO WT7900

## ➤ **Reverse White Print Mode – Main Clear Film Print Mode**

- All color is applied first, followed by white
- Proofs are viewed from behind the printed surface
- Color is extremely vivid and clear compared to the Surface White Print Mode

## ➤ **Surface White Print Mode – Main Metallic Film Print Mode**

- White is applied first, followed by all the color
- Proofs are viewed on the printed surface
- Color gamut is smaller than the Reverse White Print Mode



# Powerful White Ink Toning Technology

EPSON STYLUS PRO WT7900

## ► Fine White Color Toning for Complete White Color Accuracy

- Allows for extremely accurate package and label proofing
- Allows software RIP to tone the white ink color to match the actual press condition

## ► Color Ink is Used in Addition to the White

- Simple solution with maximum white toning capability
- Can be used in either the Surface or Reverse White Print Modes



# Epson MicroPiezo TFP Print Head Technology

EPSON STYLUS PRO WT7900

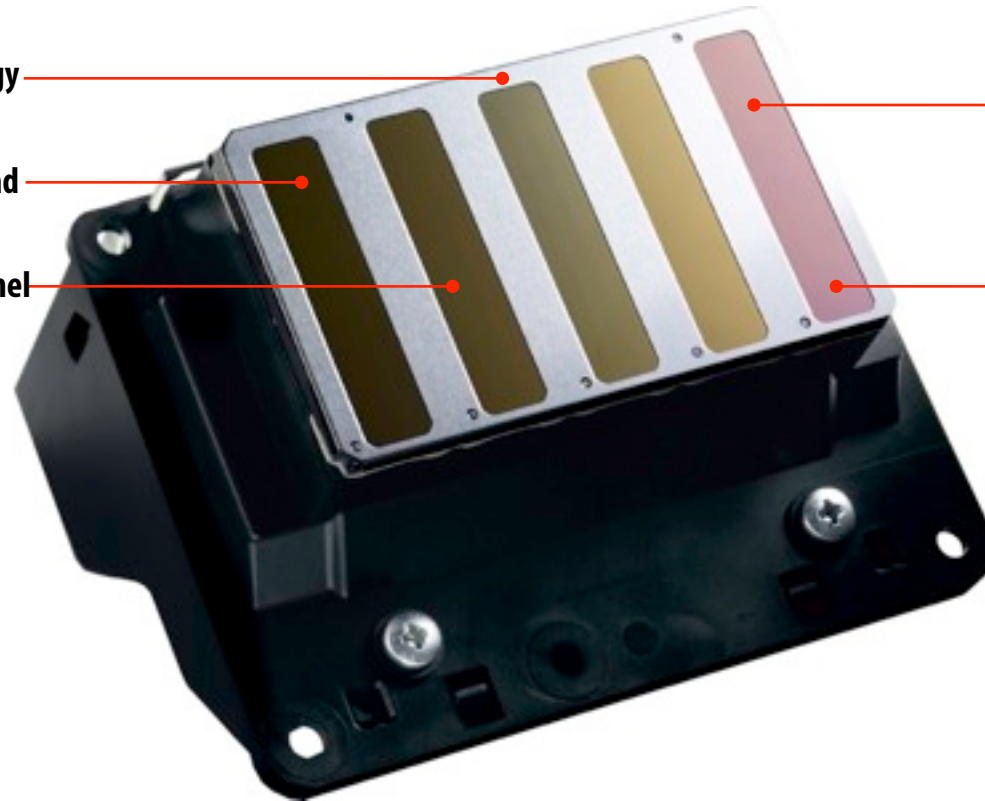
**10-Channel Print Head Technology**

**One-Inch Wide Print Head**

**Auto-Cleaning White Channel**

**Ink Repelling Coating Technology**

**360 Nozzles Per Inch**



VARIABLE DROPLET PIEZO | ADVANCED THIN FILM PIEZO (TFP) | 360 NOZZLES x 10 CHANNELS | 3.5 PICOLITERS

EPSON STYLUS PRO WT7900

**EPSON**

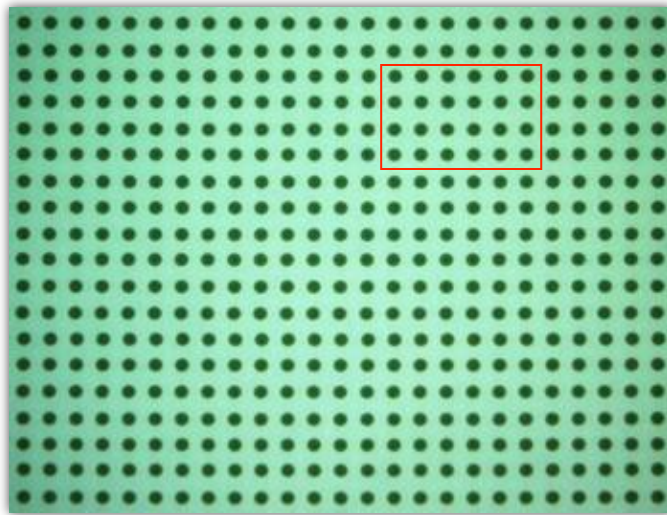


# Epson MicroPiezo TFP Print Head Technology

THE WORLD'S MOST ADVANCED INKJET PRINT HEAD TECHNOLOGY

Actual Ink Droplet on Paper

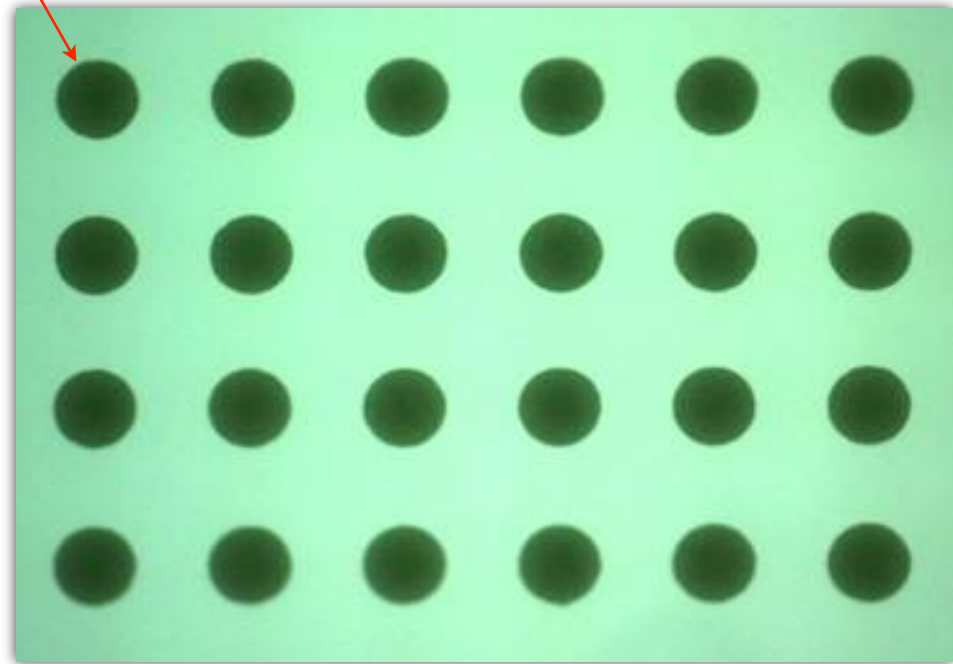
~ 210X MAGNIFICATION



← PRINT HEAD DIRECTION →

**Extreme Dot Placement Accuracy**

~ 1,420X MAGNIFICATION



**Perfectly Round & Consistent Droplets**

LOW VIBRATION MENISCUS AND HIGH IMPACT CONTROL TECHNOLOGY EXAMPLES SHOWN ABOVE

SOURCE: SEIKO EPSON ENGINEERING

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# Epson MicroPiezo TFP Print Head Technology

AUTOMATIC PRINT HEAD MAINTENANCE AND CLEANING SYSTEM

- **Epson MicroPiezo TFP print head technology allows the printer to use two built-in cleaning cartridges to automatically maintain the printer for consistent operation**
- **One cleaning cartridge is used to remove the Hollow Organic Resin Particles from the printing mechanics if left idle for a certain amount of time**
- **The second cleaning cartridge is used to automatically maintain the ink waste system, while the printer is active**
- **With this technology, the Epson Stylus Pro WT7900 is automatically maintained with very little user interactivity**

White Cleaning Conversion	Conversion Time	Ink/Fluid Used
White to Cleaning Fluid	~2:07 min:sec	~3.12 ml
Cleaning Fluid to White	~2:17 min:sec	~3.12 ml

SPECIFICATIONS MAY CHANGE DEPENDING UPON HOW LONG THE PRINTER IS IDLE BETWEEN PRINTING.





# Performance Benchmarking

EPSON STYLUS PRO WT7900

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# Performance Benchmarking

TYPICAL PRINT SIZE

24"

Print Mode	24" x 20" Proof
1,440 x 720 dpi	23:00
1,440 x 1,440 dpi	27:16



20"

← PRINT HEAD DIRECTION →

BASED UPON PRINT ENGINE SPEEDS ONLY. TOTAL THROUGHPUT TIMES DEPEND UPON FRONT-END DRIVER/RIP, FILE SIZE, PRINTER RESOLUTION, INK COVERAGE, ETC.

IMAGES PRINTED AS SHOWN ABOVE ON EPSON CLEARPROOF FILM USING A STANDARD ICC COLOR MANAGED WORKFLOW.

PRINT SPEEDS ARE SHOWN IN MIN:SEC

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## Third-Party RIP Workflow Support

EPSON STYLUS PRO WT7900

- **Epson worked closely with leading RIP companies to ensure complete compatibility with our latest printing technology, inks, and media**
- **The technology behind the Epson Stylus Pro WT7900 is complex, but the following RIP companies have confirmed to Epson America they are capable of taking full advantage of our latest printer**
- **Visit an Authorized Professional Imaging Reseller nearest you to confirm RIP and workflow availability on the Epson Stylus Pro WT7900**

THE FOLLOWING RIP COMPANIES ARE HIGHLY RECOMMENDED BY EPSON AMERICA



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# Warranty and Service Program

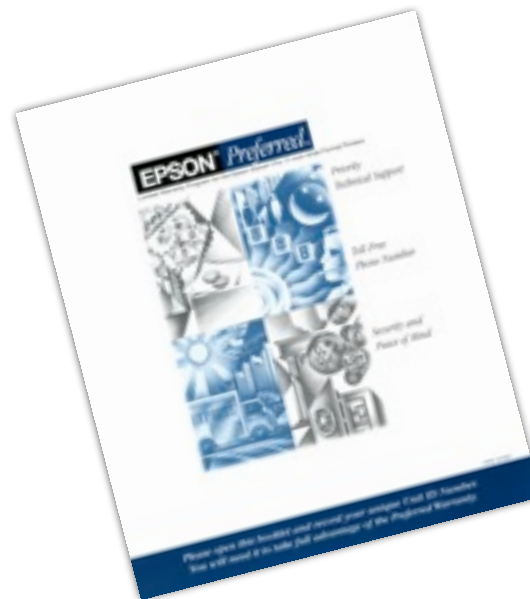
WORLD CLASS SERVICE AND SUPPORT

## ➤ **Standard One-Year of Coverage under the Epson Preferred<sup>sm</sup> Protection Plan**

- Toll-free telephone support Monday thru Friday with usually next-business-day on-site service
- Protection plans provide limited warranty for parts and labor

## ➤ **Optional One- and Two-Year Extended Service Plans**

- The Epson Preferred Plus Service Plans extends the one-year limited warranty that comes standard



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# Introducing **Epson ClearProof Film**

Unique Clear Film Designed for the Epson Stylus Pro WT7900

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# Epson ClearProof Film

UNIQUE CLEAR FILM FOR THE EPSON STYLUS PRO WT7900

- **All-New Clear Film Technology Developed by Seiko Epson**
- **Unique Ultra-Clear Layering Technology**
- **Capable of Higher Ink Capacity for Extreme Color Gamut**
- **Fast Drying for Higher Productivity**
- **Incorporates an Easy-to-Remove Separation Layer for Scratch-Free Output**
- **Designed Specifically for Epson UltraChrome HDR White Ink Technology**

Format	Width	Length	Weight	Thickness	Base Material
Roll Only	17- and 24-Inch	100 Feet	165 gsm	0.12 mm	Clear PET




# Competitive Comparison

PRINT TIME AND COST-PER-PROOF

Proofing System	Print Time	Cost-Per-Proof
Epson Stylus Pro WT7900 – Epson ClearProof Film	~23:00	~\$24.75
Epson Stylus Pro WT7900 – Epson CrystalClear Film	~28:00	~\$17.16
Kodak® Approval NX	~30:00	~\$51.15

PRINT TIMES AND COSTS ARE ESTIMATES BASED ON THE PROOF BELOW. THE TIME FOR THE KODAK APPROVAL NX IS BASED UPON A TRAINED OPERATOR CREATING THE PROOF ON CLEAR FILM. THE COSTS FOR THE TWO EPSON PROOFS ARE BASED ON ESTIMATES PRODUCED USING MYEPSONPRINTER.COM. THE COST FOR THE KODAK APPROVAL NX IS BASED ON END-USER ESTIMATES.

24"



20"

← PRINT HEAD DIRECTION →



# Epson Professional Media Line

EPSON STYLUS PRO WT7900

Epson Media Type	Media Sizes Available	Quick Notes
Epson ClearProof™ Film	17", 24" Wide Rolls	Instant Dry with Extreme Image Quality
Epson CrystalClear Film	17", 24" Wide Rolls	Five Minute Dry Time with Amazing Image Quality
Epson MetallicProof™ Silver Film	17", 24" Wide Rolls	Single Metallic Base for All Other Metallic Colors
Epson ShrinkWrap Film	17", 24" Wide Rolls	Clear Film with 2-Dimensional Heat Shrinking
Epson ClearProof™ Adhesive Film	17", 24" Wide Rolls	Same Clarity with Adhesive Backing

EPSON CLEARPROOF FILM & EPSON CRYSTALCLEAR FILM AVAILABLE IN JANUARY 2010.  
SEE YOUR LOCAL AUTHORIZED EPSON RESELLER FOR THE LATEST AVAILABILITY AND PRICING ON ALL OTHER MEDIA.





# Epson Stylus® Pro WT7900

KEY PRODUCT SUMMARY

## ► Key Product Features

- 24-Inch Wide Inkjet-Based Flexo & Gravure Proofing System
- Epson UltraChrome® HDR White Ink Technology
- Epson MicroPiezo TFP® Print Head
- Epson ClearProof Film and More
- Easy-to-Use and Virtually Maintenance Free
- Supported by Leading Third-Party RIPs and Workflows

## ► Target Market

- Package Printers and Converters
- Design Agencies and In-House Brand Managers
- Commercial Printers

## ► Target Applications

- Package and Label Contract Proofing
- Package and Label Prototypes and 3-D Mockups
- Small-Run Final Production

## Current RIP Support



RIP Support as of  
01.18.2010

# Why to Buy?

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HIGH DENSITY WHITE PRINTING

EXTREME IMAGE QUALITY

DIRECT-TO-SUBSTRATE PRINTING

FASTER PROOFING SPEEDS\*

EASY-TO-USE

VERY LOW MAINTENANCE

EXTREMELY RELIABLE

SAFER AQUEOUS-BASED INKS

ABOUT HALF THE COST-PER-PROOF\*

---

**\$8,495** MSRP

**Shipping Q1 2010**



\*WHEN COMPARED TO A KODAK APPROVAL NX

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# myEpsonPrinter.com

A REALTIME WEB-BASED PRINTER INFORMATION SYSTEM

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## **The myEpsonPrinter.com Mission Statement**

A REALTIME WEB-BASED PRINTER INFORMATION SYSTEM

**“The myEpsonPrinter.com web site, allows our customers to securely automate and track their entire line of Epson Stylus Pro printers.”**

**“The days of trying to manually track printing expenses are over.  
The myEpsonPrinter.com website allows print shops to use a single  
system to better understand and control their overall printing expenses.”**



- **Advanced Web-Based Printer Information and Management System**
- **Automatically Track Consumables Usage per Printer – Regardless of Location**
- **Provides Real Time Cost-per-Print Estimates and Print-job-Run Information**
- **Create Various Custom Reports Using Actual Print Job Information**
- **Easy Access to Technical Support Information, Including Printer Firmware, Real Time Warranty Information, and Much More**
- **Provides Remote Monitoring and Remote Printer Alert Capability for Superior Fleet-Wide Printer Management**
- **Highly Secure Information Management Using the Latest Encryption Technologies**
- **The myEpsonPrinter.com Service is FREE**

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EXCEED YOUR VISION

myEpsonPrinter.com

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Printers

Reports

Support

Ink & Paper

Cost Settings

Account Settings

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Printer Overview

Job Activity

Search Print Jobs

Alerts

Printers - Printer Overview

Currently Selected Printer:

Epson Stylus Pro 11880,ACTIVE

Select Another Printer:

Epson Stylus Pro 11880,11880 (SN90)

Ink Levels

Vivid Light Magenta

Light Black

Matte Black

Light Black

Light Cyan

Cyan

Vivid Magenta

Photo Black

Yellow

VIEW INK AND PAPER

Maintenance Tank Levels

Maintenance Tank 1

Full (Replace) [Bar] Empty (New)

Maintenance Tank 2

Full (Replace) [Bar] Empty (New)

Maintenance Tank 3

Full (Replace) [Bar] Empty (New)

Last Updated: 2/26/08 4:29 PM

Recent Alerts

Local Date/Time	Alert Type	Alert Code	Alert Description
2/26/08 3:05 PM	General	0	Paper out
2/26/08 2:28 PM	General	0	Please Check the Paper

SEE MORE

Printer Summary

Printer Nickname: 11880 (SN90)

Printer Serial Number: JWP0000090

Printer Firmware Version: F01479.8000

Printer Model: SP11880K3

Printer Location: Long Beach,CA

Printer Date/Time: 4/4/08 1:26 PM

Total Page Count: 136

Printer Warranty Type: Standard Warranty

Printer Warranty Expiration Date: 12/11/08

Warranty Remaining: 8 months

0 2 4 6 8 10 12

Months

The blue bar above indicates the amount of time remaining until the warranty expires.

[Help: my warranty information is wrong](#)

EDIT

Job Activity

JWP0000090,11880 (SN90)

SEARCH PRINT JOBS

SHOW MORE JOBS

Date/Time	Filename	User Name	Job Status	Total Job Cost*	
4/1/08 10:06 AM	Katherine Final 12.21.07.jpg	Alice Winter	Completed	\$4.24	<a href="#">More Information</a>
4/1/08 10:02 AM	Katherine Final 12.21.07.jpg	Alice Winter	Completed	\$4.24	<a href="#">More Information</a>
4/1/08 9:58 AM	Cookie_Final12.20.07.jpg	Sally Richards	Completed	\$4.32	<a href="#">More Information</a>
4/1/08 9:50 AM	EDM 17x22.psd	John Smith	Completed	\$7.21	<a href="#">More Information</a>
4/1/08 9:38 AM	EDM 17x22.psd	John Smith	Completed	\$5.47	<a href="#">More Information</a>

SHOW MORE JOBS

# myEpsonPrinter.com

A REALTIME WEB-BASED PRINTER INFORMATION SYSTEM

## Fleet-Wide Printer Management

MANAGE MULTIPLE STYLUS PRO PRINTERS OR GROUPS OF PRINTERS FROM THIS SIMPLE PULL-DOWN MENU

## Ink and Maintenance Tank Levels

VIEW CONSUMABLES INFORMATION IN VIRTUAL REALTIME FOR ANY PRINTER OR GROUPS OF PRINTERS

## Realtime Alerts

VIEW VARIOUS PRINTER AND MAINTENANCE ALERTS

## Easy Access to Printer Model and Warranty Status Information

VIEW IMPORTANT PRINTER AND WARRANTY STATUS INFORMATION

## Detailed Job Activity Information

QUICKLY VIEW THE LATEST PRINT JOB INFORMATION

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myEpsonPrinter.com

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[Support](#)
[Ink & Paper](#)
[Cost Settings](#)
[Account Settings](#)
[Help](#)
[Logout](#)

[Printer Overview](#)
[Job Activity](#)
[Search Print Jobs](#)
[Alerts](#)

Printers - Job Details

[PREVIOUS JOB](#)
[NEXT JOB](#)
[BACK TO JOB ACTIVITY](#)

7/23/08 10:05 AM Epson Stylus Pro GS6000 - Trinity-4thFloorLab

Filename:

Lambo\_Mood.tif

User Name:

epson

Print Time:

00 hrs: 48 min: 11 sec.

Job Status: Completed

Media Details\*

Media Type:

Avery MP1005EZ

CHANGE MEDIA

Paper Format:

roll

Number of Pages:

1

Paper Size:

60.0" x 100.0"

Print Size:

74.76" x 4.98"

Total Amount of Media Consumed:

31.03 sq ft

Ink Details\*

Orange:

0.756 ml

Green:

0.72 ml

Light Magenta:

7.992 ml

Light Cyan:

4.608 ml

Black:

12.996 ml

Yellow:

10.824 ml

Magenta:

19.636 ml

Cyan:

7.788 ml

Total Amount of Ink:

65.34 ml

Job Accounting

These cost estimates are based on the expense information on file at MyEpsonPrinter.com (see Cost Settings).

If you would like to change your settings, [Click here](#).

Ink Cost\*

\$16.50

Media Cost\*

\$37.22

Additional Job Expense:

\$0.00

Additional Job Expense at \$0.00 per page:

\$0.00

Margin at 0 %:

\$0.00

Sales Tax Rate (0.0%):

\$0.00

Additional Job Information

Client/Customer/PO Number:

Notes:

myEpsonPrinter.com

A REALTIME WEB-BASED PRINTER INFORMATION SYSTEM

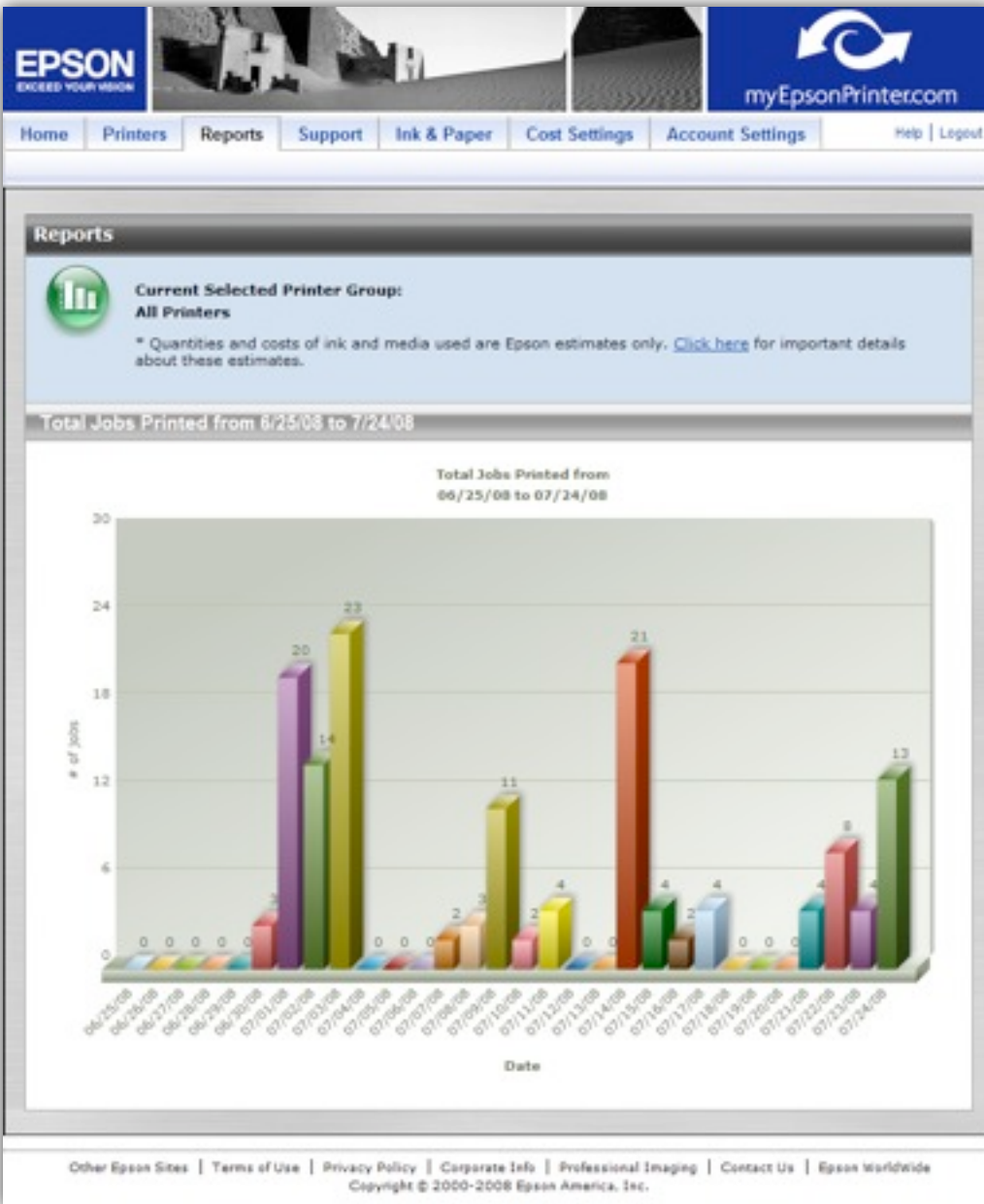
## Detailed Print Job Information

ACCESS TO DETAILED PRINT JOB INFORMATION

## Automatic Print Cost Estimates

DETAILED FINANCIAL INFORMATION FOR COST ACCOUNTING. YOU INPUT YOUR COST INFORMATION FOR INK, MEDIA, SALES TAX RATE, ETC., AND WE'LL AUTOMATICALLY ESTIMATE YOUR TOTAL INDIVIDUAL PRINT JOB COSTS.

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**myEpsonPrinter.com**

A REALTIME WEB-BASED PRINTER INFORMATION SYSTEM

### Powerful Reporting and Graphing Capability

CREATE UP TO 17 DETAILED GRAPHS ON VIRTUALLY ANY DATA POINT INCLUDING CONSUMABLES USAGE, PRINT JOBS, BILLABLE DOLLARS, AND MUCH MORE.

GRAPH BY BAR, LINE, PIE, ETC.

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SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

CARTRIDGE YIELDS VARY CONSIDERABLY BASED ON IMAGES PRINTED, PRINT SETTINGS, PAPER TYPE, FREQUENCY OF USE AND TEMPERATURE.

FOR PRINT QUALITY, A VARIABLE AMOUNT OF INK REMAINS IN THE CARTRIDGE AFTER THE “REPLACE CARTRIDGE” INDICATOR COMES ON.

THE PRINTER(S) SHIPS WITH INK CARTRIDGES AND PART OF THE INK FROM THE FIRST CARTRIDGES IS USED FOR PRIMING THE PRINTER.

ALL STATED CARTRIDGE VOLUMES ARE FILL VOLUMES.

SEE [WWW.EPSON.COM/CARTRIDGEINFO](http://WWW.EPSON.COM/CARTRIDGEINFO) FOR MORE INFORMATION ABOUT INK CARTRIDGES.

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